RJ Reynolds
Tobacco Company

C.A. DiBENEDETTO
Special Accounts Manager

400 Raritan Center Parkway
Edison, NJ 08837
908-225-4774
Fax 908-417-9076

January 27, 1995

To: All Divisions with:

Allied Management/Bottle King	(2367-00-00)
Drug Fair	(2608-00-00)
Glass Shop Rite Liquors	(3209-00-00)-(3512-00-00)-(1570-00-00
Exxon Company USA	(3912-14-00)
Kings Supermarkets	(1430-00-00)
Raceway Gas	(5269-00-00)
Weisek Foodtown	(2354-00-00)
Welsh Farms	(2605-00-00)
Speedy Mart	(5163-00-00)

Dear Managers,

Enclosed, you will find the chain promotion schedule for the above mentioned chains for February.

If you have any questions, please give me a call or voice mail at 75822.

Sincerely,

C. A. DiBenedetto
M2

DM	T&D	REP
1224		
1225		
1226		1,2,3,4,6,7,8,9,10,12,15,16
1229		
1230		9,8,9,10,11,12,13,14,16,15
PTC	SAM	
ROM	PA	SC
RM	PC (RBM)	MC
1240	1242	SAM

51853 3254

"We work for smokers."

Source: https://www.industrydocuments.ucsf.edu/docs/pmln0000

New Jersey Chain Division
February
Promotion Schedule

CHAIN	DATE	PROMOTION	FIELD SALES ACCOUNTABILITY
Bottle King (2367-00-00)	February 1 - 28 February 15 - March 15 February	> Co-Mrkt - $4.00/$0.40 off Select carton/pack purchase through scanner > Co-Mrkt $2.00/$0.20 off Salem carton/pack **Bottle King Club Card** > Doral buy 2 packs get 1 free > Doral buy 1 carton get 5 packs free	> Ensure scanners reflect reduced price Place POS reflecting reduced price Order-book/maintain stock levels > **Place Bottle King Club Card POS** Order-book/maintain stock levels > Work off vehicle Place temporary counter/floor displays with payment at HQ. for all promotions
Drug Fair (2608-00-00)	February 1 - 28	> Co-Mrkt - $4.00/$0.40 off Select carton/pack purchase through scanner	> Ensure scanners reflect reduced price Place POS reflecting reduced price Order-book/maintain stock levels
Exxon Company USA (3912-14-00)	February	> Doral buy 2 packs get 1 free	Work off vehicles
Glass Shop Rite Liquor (3209-00-00) (3512-00-00) (1570-00-00)	January February	> Co-Mrkt $1.00 off 2 pack purchase of Salem > Doral buy 2 get 1 free	> Ensure scanners reflect reduced price Place POS reflecting reduced price > VAP Place POS
Kings Super Markets (1430-00-00	February 1 - 28	> $2.50/$0.25 off carton/pack purchase of Select through scanner data	> Ensure scanner reflect reduced price Place POS reflecting reduced price Order-book/maintain stock levels
Raceway Gas (5269-00-00)	February	Doral buy 2 pks get 1 free Doral buy carton get 5 pks free	Work off vehicle
Speedy Mart (5163-00-00)	February	Doral buy 2 pks get 1 free	Work off vehicle
Weisek Foodtown (2354-00-00)	February	Doral buy 2 pks get 1 free	Work off vehicle (exchange into stores)
Welsh Farms (2605-00-00)	February	Doral buy 2 pks get 1 free	VAP Place POS

51853 3255

Source: https://www.industrydocuments.ucsf.edu/docs/pmln0000